PWYC0002/MRK

1   WHAT IS CLAIMED IS:

2   1.   A network-based message board system, said system compromising:

3   a listing server connected to a network accessible by a plurality of users;

4   a message board site listings database accessible by the listing server, said

5   site listings database comprising a plurality of site listings, wherein each site listing

6   comprises an embedded advertising link offer identifier, and a Web site address; and

7   an embedded advertising link offer database accessible by the listing server,

8   said embedded advertising link offer database comprising a plurality of embedded

9   advertising link offers, wherein each embedded advertising link offer comprises an

10   embedded advertising link offer identifier, a corresponding message board identifier,

11   and an identifier of a particular display position within a fixed number of displayable

12   positions on a message board that corresponds to said message board identifier.

13

14   2.   The system of Claim 1, said system further comprising:

15   a message board display program means, said message board display

16   program means comprising executable program instructions for displaying a plurality

17   of messages corresponding to a particular message board; and

18   said message board display program means further comprising executable

19   program instructions for displaying each site listing of a plurality of site listings

20   corresponding to the particular message board wherein each site listing is displayed

21   on the particular display position corresponding to the particular embedded

22   advertising link offer corresponding to the particular site listing.

23

24   3.   The system of Claim 1, said system further comprising:

25   an account interface to the network wherein said account interface is

26   accessible by a plurality of subscribers, and wherein said account interface

27   comprising a set of program instructions for receiving information input by respective

28   subscribers corresponding to a particular site listing.

29

30   4.   The system of Claim 1, wherein each embedded advertising link offer

1 in the embedded advertising link offer database further comprises a fixed

2 denominated value.

3

4   5.   The system of Claim 1, wherein each site listing in the message board

5 site listings database further comprises a denominated value.

6

7   6.   The system of Claim 5, wherein the denominated value comprises a

8 subscriber-determined bid amount input by a particular subscriber.

9

10   7.   The system of Claim 6, wherein said bid amount may be adjusted by

11 the particular subscriber during a defined adjustment period.

12

13   8.   The system of Claim 3, wherein said account interface further

14 comprises means for allowing a subscriber to enter a particular bid amount for a

15 particular site listing.

16

17   9.   The system of Claim 8, wherein said account interface provides means

18 for each subscriber to search and view site listings previously entered by the

19 particular subscribe, wherein said account interface provides means for displaying

20 said site listings for the particular subscriber ranked in comparison to denominated

21 values of other site listings entered by other subscribers.

22

23   10.   The system of Claim 9, wherein said account interface further provides

24 means for each subscriber to enter a new bid amount in order to change the ranking

25 of said subscriber's site listing relative to those of the other subscribers.

26

27   11.   The system of Claim 3, wherein said account interface further

28 comprising:

29   a set of program instructions for maintaining for each particular subscriber a

30 set of information for a plurality of embedded advertising link offers.

1

2   12.   A network-based message board system, said network-based

3 message board system comprising a set of computer instructions for:

4   displaying a hypertext link on a predetermined line number within a fixed

5 number of lines of a message board display.

6

7   13.   The network-based message board system of Claim 12, said network-

8 based message board system further comprising a set of computer instructions for:

9   updating the message board display with a new message; and

10   preserving the hypertext link position at the predetermined line number of the

11 message board display.

12

13   14.   A network-based message board system, said network-based

14 message board system comprising a set of computer instructions for:

15   preserving a position of an advertising link at a fixed display position within a

16 message board display.

17

18   15   A method for embedding a hypertext link in an Internet message board

19 display, said method compromising:

20   displaying on a predetermined set of particular display line positions within a

21 fixed number of display line positions on a particular Internet message board a

22 plurality of offer displays.

23

24   16.   The method of Claim 15 wherein each particular display line position in

25 the predetermined set of particular display line positions comprises a single offer

26 display.

27

28   17.   The method of Claim 15 wherein each particular display line position of

29 the predetermined set of particular display line positions is dedicated to displaying

30 either a single offer display to sell the displayable space on the respective particular

1 display line position or a single display by a subscriber.

2

3 18. The method of Claim 17 wherein each subscriber display comprises a

4 hypertext link.

5

6 19. The method of Claim 17 wherein the subscriber has paid a

7 predetermined fee for a predetermined period of time for displaying the subscriber

8 display.

9

10 20. The method of Claim 17 wherein the subscriber has paid a bid for a

11 particular period of time for displaying the subscriber display;

12

13 21. The method of Claim 20 wherein the particular subscriber display may

14 be repositioned among the predetermined set of particular display line positions

15 within the fixed number of display line positions

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30